

Hartwell Stafford

[Publisher,

44 E 23rd St.]

March 17, 1914

EDITORIAL
DEPARTMENT



EMPIRE STATE
NOTABLES

44 EAST 23RD STREET — NEW YORK

PHONES, GRAMERCY 4542 4543. 4544. 4545. 4306.

March 17, 1914.

Bauman L. Belden, Esq.,
New York City.

Dear Sir:-

Valuable Reference Work

Of making books of reference there seems to be no end. Despite Solomon's saying, studying a modern one is no weariness of the flesh. Such as are put forth nowadays save much study, and the very latest, now in preparation, seems likely to be a rich boon to editors.

"Empire State Notables" is a comprehensive presentation of the portraits of several thousand such persons, all of whom will die sometime, when it will be of value to the newspapers to be able to reproduce their likenesses. This may be a ghastly way of putting it, but the value of the idea will be apparent in every newspaper office.

Hartwell Stafford, who is producing the book is a veteran in the newspaper field and perceiving the necessity for comprehensiveness; he has gathered original photographs of almost every man of note in the Empire State and has pushed the work nearly to completion.

In the interest of uniformity he has so arranged that as many as possible of these portraits shall be the work of a single photographer, and after considerable competition the contract to produce them was awarded to J. G. Gessford, of 373 Fifth Avenue, who has secured sittings from hundreds who had no suitable portraits extant.

Those who have seen the collection are loud in their praise of the character of the work and the artistic merit of the portraits.

From the Editor and Publisher.

We are preparing for publication, a book which will embrace within its covers, the portraits of several thousand New Yorkers of note, and we request the favor of your photograph for the purposes of this work. It will be to the present time, what the old "NOTABLE NEW YORKERS", published some fourteen years ago, by the late Moses King, was to the men of that day.

This last named work is in the office of practically every newspaper of any consequence in the English speaking world, and in nearly every Public Library in the United States. The work is biography in portraiture, and we have it on the authority of the great Macaulay, that however the printed word may err, the face of the man cannot lie, that his battles and struggles, the indelible imprint of the welding of the years, are set, impossible of concealment, in his countenance for the physiognomist to read. No debauchee and no sluggard can show forth the clear eye and vital face of the clean cut man of action whose modern life is the world of business rather than the tented field.

Works of this character can be published only once during a generation. It is the coldest of concrete fact. We have the face of the man as nature made him, his name and his principal affiliations. Won't you send us a good photograph of yourself for the purposes of this work, or perhaps better yet, if you can find the time and opportunity to use it, let us send you an order, at our expense, on a competent studio.

As we have been engaged on this work for more than nineteen months, and we are very near its completion, we would appreciate the courtesy of your prompt attention to this letter.

Very truly yours,

Hartwell Stafford

HS/AER

PUBLISHER, Inc.

WE HAVE BEEN HONORED AMONG OTHERS WITH
THE PHOTOGRAPHS OF
His Eminence, John Cardinal Farley, Archbishop of New York.

His Grace, The Right Reverend Henry Gabriels, D.D., Bishop of Ogdensburg.

The Right Reverend David Hummel Greer, D.D., L.L.D., Bishop of New York.

The Right Reverend Frederick Burgess, D.D., Bishop of Long Island.

The Reverend William Thomas Manning, D.D., Rector of Trinity Church.

Dr. Robert Abbe, Surgeon, St. Luke's Hospital, New York Ruptured and Crippled Hospital, Babies and Roosevelt Hospitals, etc.

Dr. Willy Meyer, Surgeon, New York Skin and Cancer Hospital, Professor of Surgery, New York Post Graduate Surgery School, and Surgeon to the German Hospital, etc.

Dr. William Mecklenburg Polk, Dean and Director of Cornell University Medical College, Visiting Surgeon, Department of Gynecology, Bellevue Hospital, etc.

Dr. F. S. Miller, Consulting Physician and Surgeon to the St. Francis, St. Joseph and New York Hospitals, and Loomis Sanitarium at Liberty; Author, etc.

Mr. Francis Lynde Stetson, Counsellor at Law.

The Honorable William Butler Hornblower, L.L.D., Judge of the Court of Appeals.

The Honorable Edgar M. Cullen, Chief Judge of the Court of Appeals.

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Mr. Walter Edwin Frew, President of the Corn Exchange Bank.

Mr. Frank A. Vanderlip, President of the National City Bank.

Mr. Frederick N. Vail, President of the American Telephone and Telegraph Co. and the Western Union Telegraph Co.

Etc. Etc. Etc.